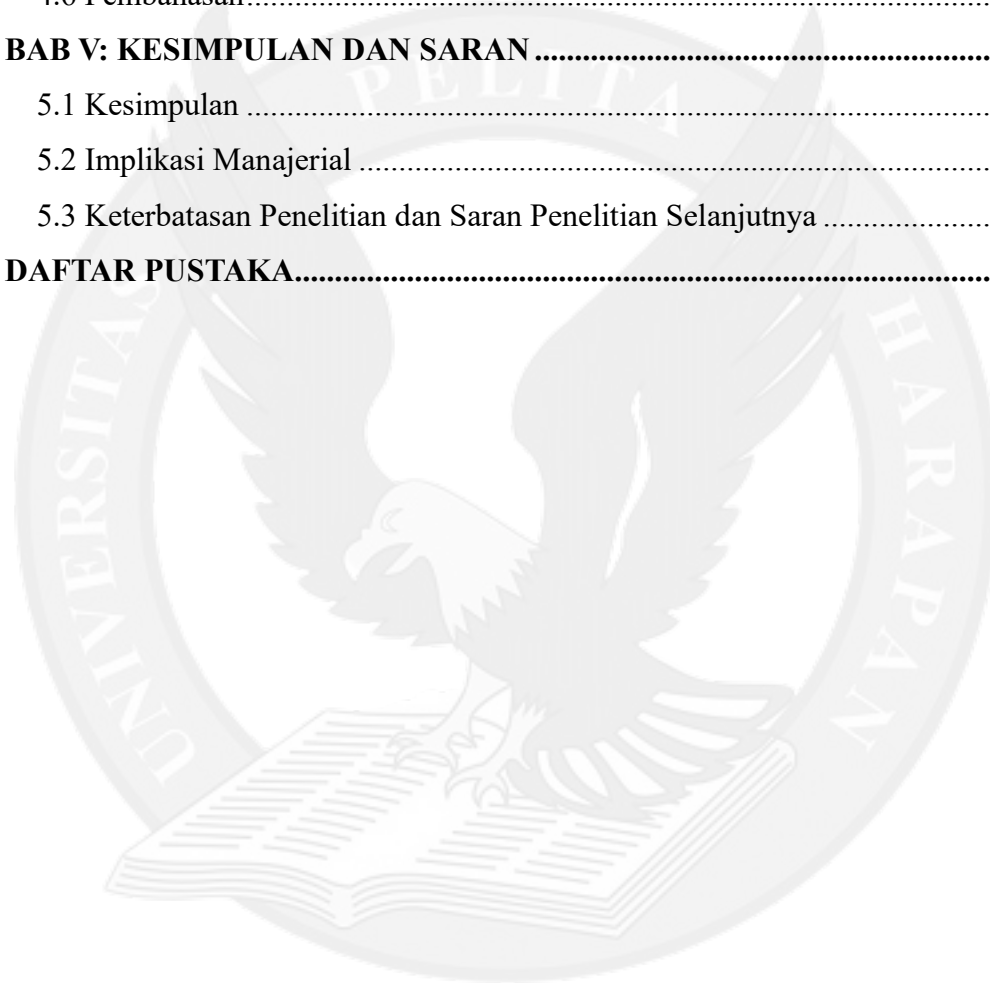


DAFTAR ISI

PERNYATAAN KEASLIAN KARYA TUGAS AKHIR.....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR	iv
PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR.....	v
ABSTRAK	vi
ABSTRACT	vii
KATA PENGANTAR.....	viii
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xiv
DAFTAR LAMPIRAN	xv
BAB I: PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	10
1.3 Tujuan Penelitian.....	10
1.4 Manfaat Penelitian	11
1.4.1 Manfaat Teoritis	11
1.4.2 Manfaat Praktis	12
1.5 Sistematika Penelitian	12
BAB II: TINJAUAN PUSTAKA.....	14
2.1 <i>Perceived Enjoyment</i>	14
2.2 <i>Perceived Benefits</i>	15
2.3 <i>Perceived (Content) Quality</i>	16
2.4 <i>Intention to Continue Subscribe</i>	18
2.5 <i>Perceived Value</i>	20
2.6 <i>Customer Satisfaction</i>	23
2.7 <i>Brand Image</i>	23
2.2 Pengembangan Hipotesis	24
2.2.1 <i>Perceived Enjoyment dan Perceived Value</i>	24
2.2.2 <i>Perceived Benefits dan Perceived Value</i>	26
2.2.3 <i>Perceived (Content) Quality dan Perceived Value</i>	27
2.2.4 <i>Perceived Value dan Customer Satisfaction</i>	28

2.2.5 <i>Perceived Value</i> dan <i>Brand Image</i>	29
2.2.6 <i>Customer Satisfaction</i> dan <i>Intention to Continue Subscribe</i>	30
2.2.7 <i>Brand Image</i> dan <i>Intention to Continue Subscribe</i>	31
2.3 Model Konseptual	32
BAB III: METODOLOGI PENELITIAN	32
3.1 Objek Penelitian	33
3.2 Unit Analisis	33
3.3 Jenis Penelitian	34
3.4 Operasionalisasi Variabel Penelitian	34
3.5 Populasi dan Sampel	40
3.5.1 Ukuran Pengambilan Sampel	40
3.6 Desain Sampel	41
3.7 Metode Pengumpulan Data	42
3.8 Metode Analisis Data	43
3.8.1 Evaluasi Model Pengukuran: <i>Outer Model</i>	43
3.8.2 Evaluasi Model Pengukuran: <i>Inner Model</i>	44
3.9 Uji <i>Pre-Test</i>	44
3.9.1 Hasil Uji Konvergen Validitas	45
3.9.2 Hasil Uji Reliabilitas	48
BAB IV: HASIL DAN PEMBAHASAN	50
4.1 Hasil Profil Responden	50
4.2 Deskriptif Variabel	52
4.2.1 <i>Perceived Enjoyment</i>	53
4.2.2 <i>Perceived (Content) Quality</i>	54
4.2.3 <i>Perceived Benefits</i>	54
4.2.4 <i>Perceived Value</i>	55
4.2.5 <i>Customer Satisfaction</i>	57
4.2.6 <i>Brand Image</i>	58
4.2.7 <i>Intention to Continue Subscribe</i>	58
4.3 Evaluasi Model Pengukuran <i>Outer Model</i>	59
4.3.1 Uji Validitas Konvergen	60
4.3.2 Uji Validitas Diskriminan	62

4.3.3 Uji Reliabilitas	62
4.4 Evaluasi Model Pengukuran <i>Inner Model</i>	64
4.4.1 Uji Multikolinearitas	64
4.4.2 Pengujian R ²	65
4.4.3 Pengujian F ²	66
4.4.4 Pengujian Q ²	67
4.5 Uji Hipotesis	68
4.6 Pembahasan.....	70
BAB V: KESIMPULAN DAN SARAN	80
5.1 Kesimpulan	80
5.2 Implikasi Manajerial	81
5.3 Keterbatasan Penelitian dan Saran Penelitian Selanjutnya	87
DAFTAR PUSTAKA.....	89



DAFTAR TABEL

Tabel 1.1 Persentase Platform <i>Streaming</i> di Indonesia	5
Tabel 3.1 Definisi Konseptual dan Operasional	38
Tabel 3.2 Hasil <i>Pre-Test Outer Loading</i>	48
Tabel 3.3 Hasil <i>Pre-Test Outer Loading</i>	50
Tabel 3.4 Hasil <i>Pre-Test AVE</i>	51
Tabel 3.5 Hasil <i>Pre-Test Reliabilitas</i>	52
Tabel 4.1 Karakteristik Profil Responden	53
Tabel 4.2 Klasifikasi Kategori Skala Likert	56
Tabel 4.3 Statistik Deskriptif Variabel <i>Perceived Enjoyment</i>	57
Tabel 4.4 Statistik Deskriptif Variabel <i>Perceived (Content) Quality</i>	58
Tabel 4.5 Statistik Deskriptif Variabel <i>Perceived Benefits</i>	58
Tabel 4.6 Statistik Deskriptif Variabel <i>Perceived Value</i>	60
Tabel 4.7 Statistik Deskriptif Variabel <i>Customer Satisfaction</i>	61
Tabel 4.8 Statistik Deskriptif Variabel <i>Brand Image</i>	62
Tabel 4.9 Statistik Deskriptif Variabel <i>Intention to Continue Subscribe</i>	63
Tabel 4.10 Hasil Uji <i>Outer Loading</i>	64
Tabel 4.11 Hasil Uji AVE	65
Tabel 4.12 Hasil Uji Validitas Diskriminan - HTMT	66
Tabel 4.13 Hasil Uji Reliabilitas	67
Tabel 4.14 Hasil Uji Multikolinearitas	69
Tabel 4.15 Hasil Uji R^2	70
Tabel 4.16 Hasil Uji F^2	71
Tabel 4.17 Hasil Uji Q^2	72
Tabel 4.18 Hasil Uji Hipotesis	72

DAFTAR GAMBAR

Gambar 1.1 <i>Indonesia's SVOD Revenue ((million USD (US\$))</i>	3
Gambar 2.1 Model Penelitian	35
Gambar 4.1 Hasil Uji Model Pengukuran <i>Outer Model</i>	63
Gambar 4.2 Hasil Uji Model Pengukuran <i>Inner Model</i>	68



DAFTAR LAMPIRAN

LAMPIRAN A: KUESIONER	102
LAMPIRAN B: <i>PRE-TEST</i> MODEL PENGUKURAN	109
LAMPIRAN C: <i>ACTUAL TEST</i> MODEL PENGUKURAN.....	112
LAMPIRAN D: <i>ACTUAL TEST</i> MODEL STRUKTURAL.....	115
LAMPIRAN E: TURNITIN	118

